

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Miles King,
 being/on behalf of: Deborah Ross,
 a legally qualified candidate of the Democratic
 political party for the office of: U.S. Senate
 in the General
 election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:
Deborah Ross for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:
Jeff Leiter

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee


8/9/16 
Date Signature

To Be Signed By Station Representative

☐ Accepted

☒ Accepted in Part

☐ Rejected

 Bon Henslee GSM
Signature Printed Name Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

1. Deborah Ross for Senate

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Jonathon Bray

printed name

8/18

date

Buy Detail Report

4137784

Revision #:

Date: 10/20/2016

4:43 PM

Client: AL Media
 Media: TV
 Product: Deborah Ross
 Market: Greenville/New Bern/Wash
 Primary Demo: Adults 35+
 Separation between spots: 0
 Estimate: 5433
 Description: Deborah Ross for Senate TV: 10/24 to 10/30
 Flight Start Date: 10/24/2016 03:00 AM
 Flight End Date: 10/30/2016 02:59 AM
 Buyer: Kathy Gregory

Estimate Comments: SCHEDULE RUNS MON 10/24 THRU SUN 10/30

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/24	Total Spots	Adults 35+ Rtg/CPP
WITN-TV							
MTuWThF 6:00a-7:00a WITN NWS-SNRSE	EM	\$435.00	\$369.75	30	10	10	6.2 \$70.16 \$59.64
MTuWThF 7:00a-9:00a TODAY SHW	EM	\$285.00	\$242.25	30	20	20	5.3 \$53.77 \$45.71
Su 8:00a-9:00a WITN-SNRS SUBA	EM	\$180.00	\$153.00	30	2	2	3.4 \$52.94 \$45.00
MTuWThF 9:00a-11:00a TODAY SHW2-NBC	D	\$90.00	\$76.50	30	5	5	3.8 \$23.68 \$20.13
MTuWThF 11:00a-12:00p RACHAEL RAY	D	\$60.00	\$51.00	30	10	10	1.2 \$50.00 \$42.50
MTuWThF 12:00p-12:30p WITN NEWS-NOON	D	\$95.00	\$80.75	30	5	5	2.5 \$38.00 \$32.30
MTuWThF 12:30p-1:00p JEOPARDY	D	\$70.00	\$59.50	30	5	5	1.6 \$43.75 \$37.19
MTuWThF 1:00p-2:00p DAYS-OUR LIVES	D	\$75.00	\$63.75	30	5	5	1.8 \$41.67 \$35.42

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WITN-TV							
MTuWThF 4:00p-5:00p ELLEN	EF	\$115.00	\$97.75	30	5	5	2.0 \$57.50 \$48.88
MTuWThF 5:00p-5:30p WITN NEWS AT 5	EN	\$180.00	\$153.00	30	5	5	4.0 \$45.00 \$38.25
MTuWThF 5:30p-6:00p WITN NEWS-5:30	EN	\$260.00	\$221.00	30	5	5	5.3 \$49.06 \$41.70
MTuWThF 6:00p-6:30p WITN NEWS AT 6	EN	\$515.00	\$437.75	30	5	5	8.8 \$58.52 \$49.74
MTuWThF 7:00p-7:30p WHEEL-FORTNE	PA	\$510.00	\$433.50	30	5	5	10.5 \$48.57 \$41.29
MTuWThF 7:30p-8:00p JEOPARDY	PA	\$515.00	\$437.75	30	5	5	10.2 \$50.49 \$42.92
M 8:00p-10:00p VOICE-NBC	PT	\$1,335.00	\$1,134.75	30	1	1	7.2 \$185.42 \$157.60
M 10:00p-11:00p TIMELESS	PT	\$425.00	\$361.25	30	1	1	3.3 \$128.79 \$109.47

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WITN-TV							
W 8:00p-9:00p BLINDSPOT	PT	\$675.00	\$573.75	30	1	1	4.2 \$160.71 \$136.61
Th 9:00p-10:00p CHICAGO MED	PT	\$540.00	\$459.00	30	1	1	4.3 \$125.58 \$106.74
Th 10:00p-11:00p BLACKLIST	PT	\$750.00	\$637.50	30	1	1	4.7 \$159.57 \$135.64
Su 8:00p-11:30p SUNDAY NIGHT FOOTBALL	PT	\$1,385.00	\$1,177.25	30	1	1	6.5 \$213.08 \$181.12
MTuWThF 11:00p-11:35p WITN NWS AT 11	LN	\$315.00	\$267.75	30	3	3	3.1 \$101.61 \$86.37
						Total Spots: 101	478.8
						Total GRP/GIMP(Mil): 478.8	\$60.96
						Total CPP/CPM:	\$51.82
Total Cost:		\$29,190.00	\$24,811.50			101	

